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SEP 20 1933
U. S. DEPT. OF AGRICULTURE
FLOWER SEED
GROWERS

EL MONTE, LOS ANGELES COUNTY
CALIFORNIA, U. S. A.

AUGUST 15, 1933.

Advance Catalog Copy

Gentlemen:

The time has come again when we must all devote our thoughts to revising our catalogs for the new spring season. This entails considerable work, and requires a vast amount of knowledge of plant habits and characteristics, especially of the newer strains and varieties, which are practically unknown to the general buying public. We feel that we, as growers of these recent introductions, are in a position to be of material assistance to you in your copy.

It is with this thought in mind that we are submitting for your approval the following data which we have prepared in clip sheet form, hoping that you will be able to adapt it to your own use. These items include the best selling varieties of the past season and those 1934 novelties which promise to become best sellers this next season.

We should like to call your attention to Aster Super Giant Los Angeles, which we consider the outstanding introduction of this season. The color is that delicate shell pink shade so popular in the Crego and American Branching types, yet up until the present time lacking in the large flowered florists' strains. Besides the highly desirable new color in the florist type aster, the flowers themselves are infinitely improved over any strain yet offered.

Almost unbelievably large, measuring up to seven and even eight inches, they show a wonderful depth and substance, and are symmetrical in form, yet producing an effect both graceful and airy, due to the unusual curling and interlacing of the petals.

We urge you to be among the first to feature this outstanding introduction, which we predict will create as great a sensation as any of the recent novelties we have sent out.

We wish also to call your attention to our strain of Nasturtium Golden Gleam. From the first year we started work on the development of this strain, we have exercised the utmost care to keep it true to type and color. All our trials and field plantings have been grown on isolated ranches, far from any planting of other types of nasturtiums, thereby eliminating the possibility of crossing with the common single varieties. In this way, Golden Gleam was developed to such a high degree of perfection that it came more than 99 percent true when first offered for sale. Each year we are maintaining this high standard in our plantings, all our acreage being grown in isolated fields, from trial ground stock, all of which is developed from line-to-row plant selections. We feel that this continual reselection is due our customers to assure them the finest strain obtainable of this popular flower.

Incidentally, we are following this same method of strict isolation in the development of the new colors in double nasturtiums which we have in our plant workshop at the present time. We hope to have at least one of the new colors ready for introduction after our 1934 growing season, and will advise you further concerning it at a later date.

Varieties which are especially featured in a section of the catalog set apart for Novelties or Items of Special Interest bring in a tremendous volume of sales, especially if they are illustrated with a good cut. Even a comparatively old variety may be given new sales-life if it is attractively featured with a good illustration, bringing an increase in sales of five to six hundred percent in a season.

Flower seed sales in general throughout the country have been on the increase during the past few years and we consider it a privilege to be able to do our part at this time in helping to stimulate still further increases in sales through the release of this material for catalog copy.

WILT RESISTANT ASTERS

We feel that in featuring a disease resistant strain to attract the home gardener this can be done to best advantage without actually bringing out the fact that the variety has any connection with a disease, even resistance to it. The mere

mention of the word disease associates the variety in the mind of the prospective buyer with the disastrous results obtained in former seasons on account of the ravages of the wilt or rust or whatever disease it may have been, and he will usually pass on without even reading what there is to say about the resistant variety now being offered. Of course, this is not true in all cases, nor in all localities. Where one man's buyers would order seeds only if presented to them under a catchy selling name, without knowing or caring that they are a variety distinctly different from the ordinary, or non-resistant strain, another's clientele would rather have the facts of what a resistant strain is and how it has been developed.

For those who feel that the mention of wilt resistance in Asters would be a hindrance rather than a help in selling seeds, we suggest that the strain be featured under a descriptive trade name such as "Suregrow" Asters or some similar name.

For those whose clientele would prefer the facts, we suggest using some simple explanation, such as the one immediately following.

THE STORY OF WILT RESISTANT ASTERS

When there is a siege of smallpox running through a community we call it an epidemic and get busy right away giving vaccinations and working to wipe out the disease. When a plant community is attacked by some disease, it is an epidemic just the same, and we must give vaccinations to the plants to try to wipe out the disease. Many times, just as with human afflictions, it is impossible to end the cause of the disease, but it is possible to apply an effective vaccination against it. Wilt Resistant Asters could very aptly be described as vaccinated against the wilt disease. While wilt germs are all around them, in the soil in which they live, in the air which they breathe, on all the equipment which comes in contact with them, still they stand in their place, healthy as a vaccinated person, immune to the attacks of the disease.

With human beings the vaccine used is a mild form of the disease which produces a light attack and causes immunity to further attacks. With aster plants, however, we are not so considerate, because instead of being subjected to a light form of the disease, they are purposely exposed to the severest epidemic possible. Those that are weak die off, while those that throw off the germs are the ones which are used to produce a vaccinated or resistant stock.

Before the wilt disease attacked asters in epidemic proportions the few plants which died now and then were hardly given a second thought, but when almost an entire planting was wiped out in the space of a couple of weeks, the problem was indeed serious, and demanded immediate remedial attention. The few scattered survivors which remained at the end of the season were harvested carefully, and planted back again the next year in the same field, which was then known to be a hot-bed of the disease. As had been hoped, the seed from these survivors of the past season's epidemic produced a certain percentage of plants which again resisted the disease and remained healthy throughout the season. By making selections from these plants again and from the survivors of additional varieties which were planted there also, a start was made toward the production of an entire race of immune or resistant asters. Each season the originators of the wilt resistant strains sow the seed producing stock of the present resistant varieties back in this same badly diseased land, to be sure that the resistance is still present and to eliminate any non-resistant lines which may have crept into the strain by any chance—a re-vaccination each year for your protection.

Please refer to our 1933 Price List for varieties and prices of Wilt Resistant Aster, and for prices on all other items that are described in this list..

ASTER SUPER GIANT LOS ANGELES

Aster Los Angeles is the first variety of this giant race, and how beautifully it upholds the romantic traditions of its namesake, the glamorous city of sunshine and flowers. The color is a serenely pure shell pink, in flowers which are full petaled, deep, and unusually large, yet artistically graceful in the feathery effect of the interlacing petals. Loosely arranged in a tall pewter vase the long stemmed flowers lend a feeling of quiet dignity to any decorative arrangement. In the annual border or cut flower bed in the garden, they stand majestically above their fellow asters, and show up to best advantage when combined with a planting of the Blue Lace Flower, *Didiscus*.

CALENDULA CHRYSANTHA OR SUNSHINE

Chrysantha is a new *Calendula* which is outstanding among all varieties known up to the present time. Many improvements have been made on *Calendulas*, but no other origination can begin to compare with this lovely new-comer from far-off Australia. The large flowers are an exquisite shade of clear buttercup yellow, with long loosely arranged petals, which droop to give the rounded appearance found in our favorite *Chrysanthemums*. Besides adding a bright golden splash of color to the garden, *Chrysantha* is a fine cutting variety, with long stiff stems, well adapted to combine with other flowers, such as blue delphinium, in bowls or vases.

NASTURTIIUM GOLDEN GLEAM

The romance of old Mexico enters our gardens when we have Golden Gleam Nasturtiums in them. The molten gold of the Mexican sunshine, the cool green verdure of Mexican hillsides or "sierras," the sweetly wafted perfume of a tropical night—all are with us when we have a border or bed of Golden Gleam. Even the spirit of "mañana" may come with the plants—for tomorrow will do very well for that extra work usually necessary today with other plants. They must not be overfed, nor over watered, or they will go to too much growth and not enough flowers. Easy to grow, sure of fine results, beautiful flowers, masses of color all season, delightful perfume—that is Golden Gleam.

MARIGOLD GUINEA GOLD

Guinea Gold!—bringing thoughts of Spanish doubloons and buried riches, a treasure chest for your garden!—and what a prize we have in this Marigold. Brighter than any treasure the pirates ever dreamed of, the masses of lovely blossoms cascade down the sides of the plant in a pyramid of flowing gold. Arranged in a jet black or cobalt blue bowl, Guinea Gold can scarcely be surpassed for decorative effect in any part of the house, especially as the characteristic marigold odor has almost entirely disappeared.

VENIDIUM FASTUOSUM—(Monarch of the Veldt)

Of all the flowers recently brought to us from the African Veldt, Venidium Fastuosum stands apart as the monarch of them all. It has all the qualities which make it an all around favorite for gardens and cutting, and will soon be found in everybody's garden. It is easy to grow, likes plenty of sunshine and not too much water, is a very robust, fast grower, producing flowers within 90 days from seed, and keeps on flowering until late in the summer. The flowers will keep a week or more in bouquets, the long stemmed huge daisy-like flowers making a delightful arrangement for any setting.

CALENDULA BODGER'S PASTEL BEDDING MIXTURE

Designed especially for the home garden, this mixture contains a balanced combination of the lighter shades of Calendulas in the dwarfier growing types. Many new shades of apricot, salmon, cream, and white are included as well as the better known orange and lemon shades. There is also a novel assortment of flower types. Especially adapted for border use, the stems are long enough to use the flowers for cutting also.

PANSY ENGELMANN'S STRAINS

Nowhere are pansies more loved or better understood than in England, the home of Mr. Engelmann. In the Engelmann establishment an infinite amount of care is taken to produce nothing but the finest types of extra large pansies in a great variety of shades. The Special Strain is the old Scottish Show type, reselected to a strain of immense flowers, in the bronze and reddish shades. The Giant Strain has a wide range of colors, both dark and light. Both strains are compact and early flowering.

LARKSPUR GIANT IMPERIAL BLUE BELL

Blue Bell is a fine medium blue larkspur, deeper than sky blue, yet much lighter than lilac, a color up to this time lacking in the giant imperial type. The type is decidedly upright, with long basal branched flowering spikes, well adapted for cutting.

LARKSPUR GIANT IMPERIAL LOS ANGELES IMPROVED

This is the same color as that popular stock flowered variety, Los Angeles, but in the vastly improved giant imperial type. It is the best of this type on the market. For greenhouse use, or where a tall, compact growing strain is wanted in the garden, this variety is preferable. The spikes are long and without side branches, making it an excellent kind for cutting. The color is a brilliant rose on salmon.

LARKSPUR STOCK FLOWERED ROSAMOND (Crop sold out, no seed available until next season)

Rosamond is a pure rose color, a shade which has been entirely lacking in larkspurs up to this time. All other rose varieties have faded badly, but this one has that rare quality of holding the pure rose color until out of flower. It is very uniform in height, and comes into flower two weeks earlier than other stock flowered varieties.

ASTER CALIFORNIA GIANTS

Characterized by the well known Crego or Ostrich Feather type of flower, combined with the Beauty Aster's long, non-lateral stems and sturdy habit of growth, the California Giant type heads the list of the finer type Asters, not only for florists' use, but also for private gardens where quality is appreciated. The large flowers are packed with broad, graceful petals, borne on stems over two feet long. The plants grow from two and a half to three feet, starting to flower in late August.

ASTER LILLIPUT FLOWERED

Comparing in size with the Lilliput Zinnias, these baby flowered asters fill a very definite place in the border or cutflower garden. The flowers are tiny and buttonlike in form, coming in profuse clusters on medium length stems, lending themselves very gracefully to flower arrangement or for a colorful border in the garden. The colors are bright and clear cut, some varieties having a deeper zone at the center.

CALENDULA GOLDEN RADIO

The Calendula is becoming one of our most interesting plant families, with the wide variety of flower shapes and forms, plant types, and colors which are being developed each season. One of the most intriguing of the many forms is the type known as Radio, first appearing in the orange variety, and now Golden Radio has been developed as a companion form. The color is a bright golden yellow, in the characteristically quilled petals of the flower which comes true to both type and color.

HUNNEMANNIA SUNLITE

Sunlite is a double flowered poppy which is different. Its extra band of petals is produced on the outside, rather than the inside of the tulip shaped flowers, giving the impression of being open, even after the cuplike blossoms have closed for the night. The flowers are a bright canary yellow, and the foliage of the two foot bush is a light gray-green. They like a sunny position in a well drained border and flower freely in late summer.

VERBENA BEAUTY OF OXFORD HYBRIDS

For many years the non-seeding variety, Beauty of Oxford, has been a favorite Verbena. This new strain is the nearest approach in a seeding variety to the bright deep rose pink shade of Beauty of Oxford. The flowers are large and freely produced on plants which hold their shape well at all times.

ANNUAL CANTERBURY BELLS

Few flowers are more popular in the spring garden than Canterbury Bells, and we have always wished we might have them over a longer season. This is now possible, and without waiting a whole year for the first flowers from seed. The new Annual Canterbury Bells make a plant that is loaded with flowers less than five months after the seed is sown, and by making successive plantings all through the early spring we can have these lovely flowers all through the summer and early fall. The colors are the same as in the perennial type, including the various shades of blue, pink, rose and white.

ANTIRRHINUM MAJESTIC—(Super Giant Snapdragons)

Majestic Antirrhinums are characterized by having the largest possible florets closely spaced in large spikes on a medium tall plant. The flowers are the largest of any type, with far better spacing than that found in any other type. They have been proven the best for both cut flower and border use and will, no doubt, supersede the other strains when a complete color range has been developed. So far, the colors run principally to the orange and terra cotta shades, which are, of course, favorites in Antirrhinums.

LUPINS HARTWEGI GIANTS MIXED

Annual Lupins are favorite garden flowers in almost all parts of the country, flowering freely without any special care. This improved new giant strain is over a foot taller than the ordinary strain, reaching a height of three or four feet. There are five or six long basal branched spikes to each plant, bearing closely placed giant blooms, in a color range including dark blue, sky blue, rose and white.

MARGOLD AFRICAN TALL DOUBLE PRINCE OF ORANGE AND LEMON QUEEN

The goal in breeding African Marigolds is to obtain a strain coming 100 percent true to color and type. Prince of Orange and Lemon Queen approach this goal more nearly than any other strain offered at the present time. The flowers are large, almost completely round, and very spongy in texture—that is, the petals are very firmly and compactly arranged, and do not crush. This characteristic adds to the keeping qualities of the flowers, whether cut or on the plant. Prince of Orange is a deep rich orange, while Lemon Queen is a clear lemon yellow.

MARIGOLD DWARF FRENCH DOUBLE MONARCH STRAIN

Dwarf French Marigolds are among the finest border subjects for home gardens. Monarch strain has all the qualities which make up the ideal type, dwarf compact growth, very large, tight double flowers, in a wide color range which includes combinations of orange, bronze, yellow and mahogany. Most of the flowers instead of being a solid self color, have two or more shades combined in stripes or spotted effects, which adds to the interest of the variety.

MARIGOLD (*Tagetes*) SIGNATA PUMILA, (Golden Gem)

This is the border marigold which has been receiving so much publicity in the garden magazines lately, and you cannot afford to be without a border of it in your garden if you would be up on the latest in garden favorites. Dwarf and compact in habit, the plant is covered with dozens of small single orange flowers throughout the summer. For long blooming period and brilliant coloring, Golden Gem has few equals as an edging plant.

ARCTOTIS HYBRIDS

Another of the lovely flowers which have come to us lately from Africa. The hybrids come in a brilliant assortment of showy daisy-like flowers predominating in orange and bronzy red shades, but also comprising many lovely shades of rose, cream, yellow and salmon. In the milder climates they may be classed as a perennial, but in the northern latitudes they are better treated as an annual. They flower within six months from seed, and bloom profusely through the hot summer season.

ASTER GIANT MAMMOTH PAEONY FLOWERED ROSEBUD

The color of this aster is that rare, clear deep rose which reminds one of a newly opened rosebud, still fresh with dew. The flowers are large, well formed and fully double, borne on the long stout stems characteristic of the Paeony Flowered type. Whether in the garden or in bouquets, Rosebud is a lovely addition to this large flowered strain of Asters.

ASTER GIANT MAMMOTH PAEONY FLOWERED SILVERY ROSE

Delicate lavender pink, full petaled, large, and fully double, with just a suggestion of silvery white at the tips, this is an aster which is unique in this class. Excellent for cut flower use, the plants are fine for bedding use as well.

SCABIOSA CAUCASICA ISAAC HOUSE STRAIN—(Blue Bonnets)

This is a very greatly improved strain over the ordinary scabiosa caucasica. The flowers are surprisingly large, gracefully fringed and ruffled, in shades of blue ranging from very dark shades through the midblues to lavender. During the hot months of June and July, when most flowers look rather wilted from the heat, these hybrids are unaffected by the temperature and make a fine showing in the garden, or for cut flower use.

GYPSOPHILA PACIFICA

Pacifica is a good rose colored perennial baby's breath, coming into flower after the paniculata varieties have passed. Flowers are produced the first season from seed and it is perfectly hardy. The plant reaches a height of 3½ to 4 feet, and is a veritable cloud of the numerous rose colored flowers, which are excellent in bouquets for a filler.

GAILLARDIA BURGUNDY

Burgundy is the darkest and most brilliant of all perennial gaillardias. It is coppery scarlet self color, similar to Indian Chief in the annual varieties. If started early indoors, flowers may be produced the first season from seed, after which the plants will bloom profusely throughout the summer months.

DIMORPHOTHECA—(Star of the Veldt, African Daisy)

Most of us know the African Daisies and have admired their bright blossoms which are among the earliest to come in the spring. In a border or massed bed they are delightful, but for a really gorgeous display of colors in contrast, plant them with bedding Petunias. The showiest effect is obtained by using mixed colors of African Daisies, and the dark shades bedding mixture of Petunias, sowing the seed broadcast or setting out the plants informally, giving the appearance of being broadcast. The effect is startlingly beautiful and this bed or border will be the showiest spot in the garden. Dimorphothecas thrive in the hottest climates, so they can be grown in any part of the country, or in the hottest corner of the garden.

THE HISTORY OF THE CITY OF NEW YORK

The history of the city of New York is a subject of great interest and importance. It is a city of many names, and its history is a story of many changes. The city was first settled by the Dutch, who called it Nieuw Amsterdam. It was later taken over by the English, who called it New York. The city has since been a center of commerce and industry, and its history is a story of growth and development.

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ESCHSCHOLTZIA RAMONA—(Frilled California Poppies)

Ramona type California Poppies are beautifully frilled and fluted, in the russet and pinkish shades, on neat growing plants which form a compact mass of flowers. They are very effective when used as a border or as a ground cover in the rose garden.

ARMERIA LAUCHEANA—(Dwarf Thrift)

Most of us know the Giant Thrift, but we have not yet become so familiar with the dwarf strain. Lauchiana is a very free flowering, dwarf variety, with medium sized flower heads of deep rose. They combine very nicely with Forget-me-nots in the rockery or dwarf border.

AGERATUM DWARF BLUE CAP

This is by far the best all around dwarf Ageratum yet produced. The plants are tiny mounds of flowers, which are large and compact and of a deep rich blue. The foliage is small and inconspicuous, so the effect is that of a solid mass of flowers, making a narrow ribbon of color around a flower border.

DIANTHUS ALLWOODII ALPINUS

Those of us who dislike having to wait a full year to get flowers from dianthus seedlings will be overjoyed to discover this new strain which is in full flower five to six months after the seed is sown. Once established, they are among the earliest flowering of all dianthus varieties and, unlike others, continue to bloom long after the spring has passed. The color is a nicely blended mixture of pink and rose shades, some with a dark eye, and all nicely fringed.

VIRGINIAN STOCK—(French Forget-me-not)

French Forget-me-nots are fast growing, early flowering little plants for spring use in the annual rock garden or as an edging plant. They are in flower with such early blossoming varieties as alyssum, pansies, violas, and linarias. As they come before the nemesias, they could very well be used in the space to be filled later on by them. They are charming when grown either in mixture or in the separate colors of rose, crimson and white which are offered.

ZINNIA LILLIPUT TOM THUMB MIXTURE

Tom Thumb is without exception the very dwarfest zinnia known. The plants are rounded and compact, 4 to 6 inches high, literally covered with well formed flowers of the lilliput type. The color mixture includes red, orange, yellow, pink, rose and other pastel shades. It is a fine border plant, especially for the hot dry sections of the country, and is the best zinnia to use in pots or window boxes.

VERBENA HYBRIDA COMPACTA TYPE—(Edging Verbenas)

These are distinct from all other types of Verbena, very compact, dwarf, and free flowering. The color range is very wide, in bright shades. They are excellent for the annual rock garden in a sunny position, for borders or edgings, or for window boxes or pots.

VERBENA ROYAL BOUQUET MIXED

As the name suggests, this type is excellent for cutting. The plants are definitely upright in habit, several 10 to 12 inch stalks to a plant, each bearing full clusters of the large starry eyed flowers at the tip. They are fine for pot culture, as well as cutting. The colors comprise a full range of the brighter shades.

URSINIA ANETHOIDES

One of the most charming flowers we have received from the Cape. Like most all African natives, it likes a sunny place in the garden, and will bloom profusely all through the season. The flowers are daisylike, single, medium sized, in color brilliant orange with a deep purple center zone, remaining open till dusk. They are fine for cutting as well as in the garden.

HOLLYHOCK TRIUMPH MIXED

A remarkable new early flowering hollyhock, growing 4 to 5 feet high. Hollyhock Triumph is of branching habit, all the stems being studded with prettily waved and fringed flowers, which appear in a kaleidoscopic variety of colorings hitherto unknown in the genus, including all the usual self colors and many charming bicolor combinations.

DELPHINIUM CLIVEDEN BEAUTY

Cliveden Beauty is the same beautiful light blue as the Belladonna Delphinium but is a highly improved strain. The flowers are larger and the plant a more robust grower, very even in height, making a striking show in the garden or when used for cutting.

LEPTOSYNE STILLMANII

To many, this variety is entirely new. Although somewhat similar to Maritima, the Sea Dahlia, this variety is a much earlier flowering and dwarfer sort. The plants are covered with masses of the medium sized golden yellow daisy-like flowers over a long season of time. They are fine for borders or dwarf beds and for cutting, and are good subjects for forcing in the greenhouse.

The above items are what we consider good sellers in Flower Seeds, and if given prominent positions in your catalogues we feel sure your seed sales will be stimulated. If interested in detailed descriptions of other items listed in our 1933 Price List, we will be glad to submit them on request.

Assuring you of our cooperation in advancing the further sale of Flower Seeds,

Yours very truly,

BODGER SEEDS, LTD.,

By JOHN C. BODGER,

Pres. and Gen. Mgr.

CALIFORNIA'S CHOICEST FLOWER SEEDS SINCE 1890

